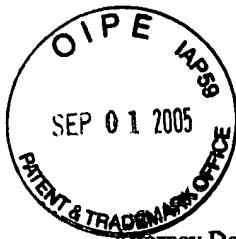


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Attorney Docket No. 9400-211 (BS-01330)

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Swix et al. Confirmation No.: 1792  
Serial No.: 10/034,654 Examiner: Kieu Oanh T. Bui  
Filed: December 26, 2001 Group Art Unit: 2611  
For: SYSTEM AND METHOD FOR INSERTING ADVERTISING CONTENT IN  
BROADCAST PROGRAMMING

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REVOCATION OF POWER OF ATTORNEY  
AND NEW POWER OF ATTORNEY BY ASSIGNEE**

Sir:

Assignee hereby revokes all powers of attorney previously granted with respect to the above-identified patent application, and appoints:

USPTO Customer No. 39072  
Myers Bigel Sibley & Sajovec  
Post Office Box 37428  
Raleigh, North Carolina 27627  
Telephone: 919/854-1400  
Facsimile: 919/854-1401

as its attorney, with full power of substitution and revocation to transact all business in the Patent and Trademark Office in connection therewith.

Please direct all communications as follows:

USPTO Customer No. 39072  
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Post Office Box 37428  
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Facsimile: 919/854-1401

Assignee hereby elects under 37 C.F.R. § 3.71 to prosecute this patent application.



In re: Swix et al.  
Serial No.: 10/034,654  
Filed: December 26, 2001  
Page 2

The undersigned Assignee hereby certifies that it is the assignee of the entire right, title, and interest in the patent application identified above by virtue of a chain of title from the inventor of the patent application identified above to the current assignee as shown below:

1. From Scott R. Swix, Paul T. Watson, and James H. Gray to BellSouth Intellectual Property Corporation, which Assignment was recorded in the Patent and Trademark Office on March 5, 2002 at Reel 012667, Frame 0414.

The document in the chain of title of the patent application identified above has been reviewed and, to the best of undersigned's knowledge and belief, title is in the assignee identified above.

The undersigned (whose title is supplied below) is empowered to sign this certificate on behalf of the Assignee.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

BellSouth Intellectual Property Corporation

By:

Jacqueline Gregorski  
Jacqueline Gregorski  
Vice-President - Patent and Trademark Procurement

Date:

9-1-2005